

9213 BULLS RUN PARKWAY, BETHESDA, MD 20817
PH: 301.897.3288
FAX: 301.897.0016

Lester Sussman

RECEIVED
CENTRAL FAX CENTER

Fax

JAN 28 2004
OFFICIAL

To: BRYAN JAKETIC (GAU: 3627) **From:** LESTER SUSSMAN
Fax: 703.872.9306 **Pages:** 19
Phone: 703.308.0134 **Date:** 1/15/2004
Re: Office Action 1 **CC:**

Urgent **For Review** **Please Comment** **Please Reply** **Please Recycle**

• **Comments:**

Attached please find a response to first office action for Appn. 09/781,698

Sincerely,

Lester Sussman

(Applicant)

Appn. 09/781,698

GAU 3627

RECEIVED
CENTRAL FAX CENTER

- 1 -

JAN 28 2004

OFFICIAL

In the United States Patent and Trademark Office

Serial Number: 09/781,698

Appn. Filed: 02/13/2001

Applicant: Lester Sussman

Appn. Title: System and Method for a Complete and Convenient Shopping
Experience

Examiner/GAU: Bryan Jaketic /3627

Faxied: 2004 January 15

Mailed: 2004 January 15

At: Bethesda, MD

Amendment A

Commissioner for Patents

P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Letter mailed 09/25/2003, please amend the above application as follows:

Specification

1. The use of the trademark BLUETOOTH is commonly used in issued US PTO patents. Usage is in the Claims, the Specification and the Abstract in the issued patents, without reference to any trademarks and as an accepted term for a technology standard.

A search using the term Bluetooth was done against the US PTO's "Issued Patents" database ("ACLM/bluetooth"), which returned 128 patents that currently use the term BLUETOOTH in the Claims, as well as the Specification, etc. Enclosed please find a copy of a section of the "Issued Patents" search results.